

## Steering Committee Plans New Campaign Targeted to Health Care Providers

The NDEP Steering Committee agreed at its October meeting in Miami to expand the program's audience and messages in a new campaign targeted to health care providers. While continuing to promote the importance of blood sugar control to people with diabetes, the NDEP will launch an initiative to health care providers urging rigorous control of blood glucose, cholesterol and blood pressure.

"It's time for the NDEP to reach out to health care providers with a message to control blood glucose as well as cardiovascular risk factors in order to provide quality care to patients," said Dr. Charles M. Clark, chair of the NDEP Steering Committee.

"We know a lot more than we did when the NDEP was established three years ago," said Clark. "We need to make sure people with diabetes and their health care providers get the most up-to-date information and understand how best to treat the disease."



The Health Care Provider Initiative is being designed to help improve provider practices and patient outcomes. Since 1997, the impact of cardiovascular disease on morbidity and mortality in people with diabetes has become increasingly evident.

This initiative will provide health care professionals the tools and materials they need to give their patients comprehensive, goal-oriented management of blood glucose, lipids, and blood pressure. The NDEP will work with corporate partners to help disseminate the new expanded message to both providers and patients.

Dr. Allen Spiegel, recently appointed director of the National Institute of Diabetes and Digestive and Kidney Diseases of the NIH, addressed the Steering Committee. He spoke about ongoing NIH research and initiatives that will affect diabetes management and the NDEP. Dr. Frank Vinicor, director of the CDC Division of Diabetes Translation,

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## CAMPAIGN

National Basketball Association All-Star Jerry Stackhouse is featured in a new NDEP media campaign communicating the importance of supporting family members with diabetes. The Detroit Pistons guard acknowledges how difficult, but important it is to control the disease.

Stackhouse has experienced the devastating effects of diabetes. Two of his sisters, who had diabetes, died in their 40s and both of his parents have type 2 diabetes.

"People need to know that diabetes can be controlled," Stackhouse said. "I've lost two sisters to diabetes and I want to make sure that kind of tragedy doesn't happen to others. My parents suffer from diabetes as well, so I've seen first-hand how difficult it can be to manage the disease."

The campaign, featuring TV, radio, and print PSAs, will be launched in February and will be available from the National Diabetes Information Clearinghouse. Look for announcements about its release on the NDEP website. ▼

The NDEP's African American campaign received a big boost recently from the National Association of Black-Owned Broadcasters (NABOB). NABOB's executive director James L. Winston wrote a letter to members endorsing the NDEP's "Family Reunion" radio PSAs and encouraging members to play the 30-second and 60-second spots. "Family Reunion" PSAs were distributed to NABOB-affiliated broadcasting companies along with the letter of endorsement. NABOB has more than 100 broadcasting companies on its membership roster. ▼

### Campaign Awards

- NDEP's multicultural media campaign was awarded the Thoth Award by the Public Relations Society of America's National Capital Area Chapter.
- The "Future Generations" radio PSA received the year 2000 Aesculapius Award of Excellence, the Health Improvement Institute's top award for radio PSAs.
- The NDEP received Certificates of Merit from the National Health Information Awards for the "Family Reunion" TV PSA, the "Future Generations" TV PSA, and the "Future Generations" radio PSA.

# SPREADING THE

word

Thanks to all our NDEP Partners for promoting the program.  
Here are just a few examples.

## ➤ American Dietetic Association (ADA)

At the association's annual meeting, NDEP was the focus of a major session, "Emerging Issues in Diabetes: Type 2 Diabetes in Children – Educating Health Care Providers." In addition, the ADA's Diabetes Care and Education practice group has incorporated an NDEP column in its *Newsflash* Newsletter, published three times a year to update its 5,500 readers on NDEP activities.

## ➤ American Samoa Diabetes Control Program (DCP)

Following a successful workshop for community leaders, the American Samoa DCP is creating a new diabetes center using NDEP's community interventions model. The DCP also has conducted "train the trainer" workshops with public health and hospital workers that included materials presentations and distribution at the newly-formed American Samoa Diabetes Association, and diabetes education outreach at a literacy conference attended by 5,000 people.

## ➤ Association of Asian Pacific Community Health Organizations (AAPCHO)

AAPCHO's BALANCE Program for Diabetes implemented the *Neighbors Who Care Diabetes Education Achievement Award*. The award will recognize an individual and an organization that conducted an innovative diabetes education activity targeting Asian Americans and Pacific Islanders (AAPI) using ideas from the NDEP Community Partnership Guide. The BALANCE Program sent the Partnership Guide and award information to over 300 AAPI organizations and hospitals.

The BALANCE Program also placed NDEP campaign print ads in 16 ethnic and in-language community publications, reaching approximately 530,000 people. Media efforts also included a press release announcing BALANCE project sites and a community assessment report on diabetes in AAPI communities that reached approximately 4 million people.

## ➤ Ohio Diabetes Control Program

The Ohio DCP is developing partnerships with parish nurses in their work with African American churches. The DCP also distributed NDEP materials at recent prison and senior health fairs and at the statewide Health Ministries Coordinators meeting.

## ➤ National Caucus and Center on Black Aged, Inc. (NCBA)

An NDEP presentation was delivered to the 6<sup>th</sup> Annual Missouri Institute on Minority Aging Conference in Columbia, MO. The presentation described how NCBA and other minority organizations can partner with the NDEP to address diabetes and other health disparities among African American seniors.

## ➤ Guam Diabetes Advisory Board

In conjunction with the *Pacific Daily News*, the Guam Diabetes Advisory Board launched LEAD 2000: Living with, Educating about, and Avoiding Diabetes. LEAD 2000 is a 6-month-long community outreach program with monthly events including diabetes screenings, speakers, and exhibits.

## ➤ Indian Health Service (IHS)

The IHS National Diabetes Program Clearinghouse continues to send diabetes education materials to tribal and urban Indian health programs nationwide. IHS also placed an NDEP American Indian print ad in *Native Life* magazine, with a readership of 30,000.

## ➤ Lions Clubs International

The Lions Clubs International has incorporated the campaign theme *Control Your Diabetes. For Life.* into the Lions' *Diabetes Chair Guide* and *Diabetes Awareness Handbook*. The group's web site is now linked to the NDEP site and they continue to encourage Lions Club members to use the Community Partnership Guide.

## ➤ Puerto Rican Association of Diabetes Educators (PRADE)

Working with the International Diabetes Federation in Puerto Rico and its member associations, the NDEP-IDF SACA Diabetes Education Coalition was formed. The group, which includes the Puerto Rican Medical Association, College of Pharmacy, hospitals, and representatives from the pharmaceutical industry, is a pilot site for the NDEP's Medicare awareness campaign.

## ➤ West Virginia Rural Health Education Program (WVRHEP)

In an effort to reach out to the rural residents of West Virginia, health profession students participating in the WVRHEP will be utilizing NDEP materials as part of their training in rural community health sites throughout West Virginia.

## ➤ Wisconsin Diabetes Control Program

The Wisconsin DCP scheduled a full-day seminar on diabetes for the Hmong population of Wisconsin. The featured speaker was Dr. Pa Foua Yang, a Hmong physician, who operates a family clinic in Milwaukee. NDEP Hmong materials were distributed. In addition, a diabetes presentation was given to Hmong leaders at their annual convention in Wisconsin Rapids. ▼

Please spread the word about the NDEP by passing on this Update to your colleagues.

# PROGRAM

## spotlight The Power to Control Diabetes Is In Your Hands

**O**f the 38 million people enrolled in the Medicare program, more than 6.3 million have diabetes. Since the Balanced Budget Act of 1997, Medicare beneficiaries now have better access to preventive health benefits, including diabetes monitoring and education. To reach beneficiaries with this important message, the NDEP and the Health Care Finance Administration have refreshed last year's Medicare campaign with a new tagline, "The power to control diabetes is in your hands."

The campaign is designed to educate seniors over age 65 about the importance of regular blood glucose testing, the need to consult with their health care providers regularly, and the availability of Medicare benefits that cover blood glucose monitoring equipment and supplies.

The "Power to Control" message was found to transcend cultural and regional barriers among the target audience, as reflected by focus group results. Message pretesting was undertaken in seven locations from Miami to Hawaii with African American, Hispanic, Asian American/Pacific Islander, Native American, and Caucasian Medicare beneficiaries with diabetes. Participants indicated that self-monitoring helped

them become more involved in their diabetes care and gave them more control of the disease. Messages of empowerment and encouragement were very appealing to focus group participants.

The campaign, to be launched in Spring 2001, includes the following products: poster, print ads, patient brochure, countertop display, health care provider resource guide, and media kit with press release, drop-in article, and letter-to-the-editor. These materials will be available in both English and Spanish.

The NDEP will promote the campaign through the media, with special emphasis on the 28 media markets with high representation of Medicare beneficiaries. In addition, the materials will be used to:

- Form partnerships with national, state, and local organizations;
- Implement a point-of-purchase program for pharmacists and retail pharmacies; and

- Implement community-based campaigns in these three demonstration sites:

- Puerto Rico, targeting Medicare beneficiaries all over the island;
- San Diego, focusing on Filipino Americans and other elder Americans; and
- Nevada, targeting minority Medicare beneficiaries statewide.

Each of these demonstration sites is establishing a coalition to plan, implement, and evaluate local campaign activities over the coming year.

To preview the campaign materials, which will be available in Spring 2001 through the National Diabetes Information Clearinghouse (NDIC), log on to the NDEP website at <http://ndep.nih.gov> on the Internet. ▼

### New Clearinghouse Toll Free Number

**T**he National Diabetes Information Clearinghouse has opened a new toll-free number (800 860-8747) with an Information Specialist available to answer questions in English and Spanish about diabetes and the NDEP. The old number (800-438-8353), which is still in service, is automated and only should be used to order materials. ▼



◀ Campaign print ads will be available in both English and Spanish.

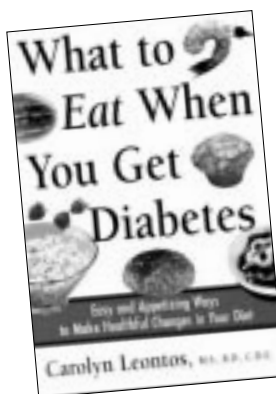
## STEERING COMMITTEE

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presented a review of CDC activities. He covered CDC surveillance, improving diabetes care through the state Diabetes Control Programs (DCPs), and the crossover between NIH and CDC on basic research, effectiveness, distribution, and availability of health care.

Steering Committee members shared an impressive number, variety, and scope of NDEP partner activities that their organizations have been involved with in the past year. The minority work groups described their progress and evolution to the point where they have reached a plateau and need to move their audiences to action. They also expressed the need for more resources and members, and the need for better communication between groups. ▼

## NDEP Steering Committee Rep Authors New Book About Diabetes



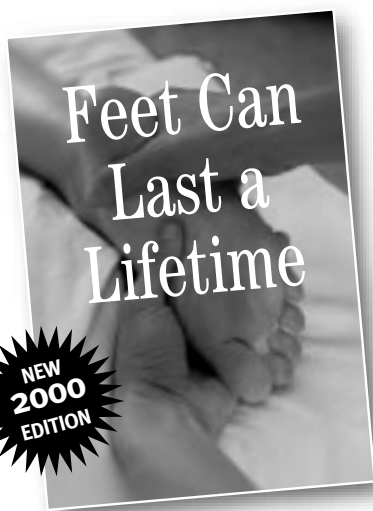
**N**DEP Steering Committee representative Carolyn Leontos, M.S., R.D., is the author of a new step-by-step guide for people with type 2 diabetes. The guide presents ways to make easy and appetizing changes to one's diet. Ms. Leontos introduces readers to the types of foods and meal plans ideal for people with diabetes. She encourages them to focus on the positive rather than the negative aspects of changing their diet to control diabetes. Designed especially for

the newly-diagnosed, this practical book includes satisfying menu suggestions, sample meal plans and recipes, and ideas on how to modify favorite recipes.

Carolyn Leontos, the American Dietetic Association's representative on the NDEP Steering Committee, is a Registered Dietitian and a Certified Diabetes Educator who has been counseling people on their diets and health for almost 30 years. She is a tenured Associate Professor of Nutrition at the University of Nevada and has published articles in many professional journals. ▼

Now available  
**FROM THE NDIC**

## Updated *Feet Can Last a Lifetime* Kit



**T**his newly-updated, comprehensive kit is designed to provide busy health care providers with all of the tools and resources they need to help patients prevent diabetes foot problems. The kit includes: a quick-reference pocket card for conducting foot exams, a sample disposable monofilament for sensory testing, reproducible foot exam form, Medicare certification form for therapeutic footwear, patient education materials and exam room flyers, a research review on diabetes foot care, and a resource list for obtaining additional monofilaments and other health care provider and patient education

materials. Single copies are available free from the National Diabetes Information Clearinghouse at 800-438-5383. Additional copies are available for \$3.00. ▼

## Asian American and Pacific Islander Campaign Materials

**T**he NDEP's Asian American and Pacific Islander (AAPI) Work Group has helped design a reproducible flyer and bookmarks to promote the *Control Your Diabetes. For Life.* message in 13 different AAPI languages. The bookmarks and copies of the flyer are designed to be distributed in places frequented by AAPIs, such as health clinics, doctors' offices, health fairs, senior community centers, libraries, temples, churches, markets, businesses, and schools. The full-page flyer can be used as an ad in Asian American and Pacific Islander newspapers or newsletters. ▼

To preview or download these new materials, visit the NDEP website at <http://ndep.nih.gov> on the Internet.